

Food & Beverage

COLORANTS

Eye-catching Color.



DAYGLO FLUORESCENTS TRENDS THAT MAKE HISTORY

DayGlo Color Corp has played a major role in pop culture history, brightening everything from disco and punk rock scenes to pop-art posters and graffiti on the Berlin Wall.

Did You Know?

DayGlo goes anywhere- including pigments safe for all food and beverages.

DAYGLO TODAY

DayGlo Color's leadership and experience extends to the certified food color industry with Viveri, offering world class-quality, FDA-certified colors from our trusted colleague, Neelikon Food Dyes.



DAYGLO DEVELOPED
**THE FIRST
FDA-COMPLIANT**

FLUORESCENT PIGMENTS
FOR DIRECT FOOD CONTACT



Viveri OUR STORY

A POP OF COLOR

Viveri was created to meet two needs: to provide a reliable and uninterrupted supply of FD&C colors when other suppliers abandon the market for more lucrative "natural colors" and, ultimately, to provide a wide range of products and services that enhance the visual appeal of foods and beverages.

Viveri works closely with the FDA and enjoys a perfect record of certification.



SPECIALIZES IN PROVIDING COLORANTS TO



PHARMACEUTICAL
INDUSTRY



FOOD
INDUSTRY



COSMETIC
INDUSTRY

FOOD COLORANTS

Regulations for approved colorants, both synthetically produced and naturally sourced, are closely monitored by the Code of Federal Regulations. Synthetic colorants undergo testing and certification by the FDA's own laboratory to ensure compliance with very stringent chemical specifications. The process is ongoing and required for every production batch.



SAFE

CERTIFIED

TESTED

COLORFUL FOODS AND BEVERAGES

Specialty

VIVERI DYES

FOODS & DRINKS

Typically, water-soluble FD&C dyes are considered the easiest, brightest, lowest-cost option for coloring foods and beverages. As the simple solution, the initial concern for dyes is that there is enough water in the product/process to dissolve the color!

Viveri Food Colors understands these benefits, and we maximize ease of use and added value by offering premium FD&C dyes in both powder and granular form.

DYE SAMPLES*

Available in powder and granules.

FD&C Yellow #5

FD&C Yellow #6

FD&C Red #40

FD&C Red #3

FD&C Blue #2

FD&C Blue #1

FD&C Green #3



DayGlo is Everywhere

GloPrill® FDA and Gem-Tone™ FDA pigments are safe for food contact applications.

GLOPRILL® FDA

GloPrill® GPF Series are the first ever FDA compliant colorants for use in PP and HDPE. GPF will offer all the same benefits of our standard GloPrill® product and more.

AVAILABLE COLORS:*

GPF22 Corona Magenta™

GPF26 Rocket Red™

GPF30 Blaze Orange™

GPF31 Aurora Pink®

GPF34 Saturn Yellow®

TYPICAL PROPERTIES

Physical Form Free-flowing Prill

Minimum Processing Temperature 300°F

Heat Stability 550°F

Melt Index per ASTM D1238 22g/10 min

Bulk Density 41.63 lbs./ft³ (0.67g / cm³)

SUPER HIGH STRENGTH

DUST FREE

HIGHER LOADING LEVELS

SUITABLE FOR ALL FOOD TYPES

GEM-TONE™ FDA

Gem-Tone™ pigments are FDA approved polymeric colorants. They are unique dye modified polymers for the clarified polypropylene market. Clean, haze free, non-warping, no plateout formulations can easily be achieved. One of the many benefits can include a low cost in use.

AVAILABLE COLORS:*

GC-13F Ruby Red

GC-17F Citrine Yellow

GC-18XPF Emerald Green

MBGC-19F Sapphire Blue

GC-19FPX Sapphire Blue

MBGC-26F Crimson Red

TYPICAL PROPERTIES

Minimum Processing Temperature 6177°C (350°F)

Particle Size Range 75-85 Pellets Per Gram

Heat Stability 288°C (550°F)

Crystalline Melt 124°C

Dec. Temp. (TGA) 439°C (822°F)

Bulk Density 31 lbs./cu.ft

Specific Gravity 0.93

CLEAN

HAZE FREE

NON-WARPING

APPROVED POLYMERIC COLORANTS

DayGlo pigments are in just about anything used to consume food; from cups, bowls, plastic silverware, lunch boxes, to tupperware.

BRIGHT AND EDIBLE.

Food & Beverage Colorants.



*Please note that the colors displayed may not be perfectly accurate due to the variations of screen resolutions. Contact us to request a color chart.